

PinkInk

SPRING 2021



PINK AID'S NEWEST INITIATIVE, PINK POSSE, COMES TO THE RESCUE OF THOSE IN DIRE NEED.

It can be truly life-changing, when groups connected by compassion come together quickly to make a difference in the life of a woman and family in crisis.

“One Tough Cookie” founder, Marie Camacho of Stamford, received a call about a young woman, Charlene, newly diagnosed with Metastatic Breast Cancer (MBC) who had recently delivered her fourth child prematurely. Recovering from a difficult delivery, the mother of four was in pain from bony metastases in her vertebrae and facing radiation treatment. Marie brought her some much-needed supplies and thought a reclining chair would help her to sit more comfortably as she fed her baby, Samuel. Marie had met Cara Spath, founder of The Pink Chair Project and knew that a medical recliner could help Charlene get some rest.

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THE IMPACT OF PINK AID'S PINK POSSE

Pink Posse goes beyond writing a check by delivering in-person support and household comforts to help breast cancer patients in crisis through during toughest times.

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HONOR THY MOTHER

This year, we hope you will consider giving your mother, or another mother you admire, a gift that is both meaningful and will make a real difference in the lives of others.

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A WORD ABOUT WARRIORS

Pink Aid's Warrior Connection gives women who have had or are still living with breast cancer a space to connect, learn and celebrate their journeys.

THE IMPACT OF PINK AID'S PINK POSSE

Cara delivered a chair and was heartbroken to see Charlene suffering. Learning that she was short on supplies and behind on her utility bills, Cara immediately thought Pink Aid could



Pink Posse volunteers create essentials bags and deliver household supplies and in-person support to breast patients in critical need.

get Charlene more help. Cara called Pink Aid for Charlene and was guided through our Pink Purse application process for emergency financial assistance, which we provided. Recognizing that she needed additional support, we referred Charlene to Cari Kaplan, head of Pink Aid's Pink Posse. Cari spurred her posse into action and within days, Pink Posse delivered vital supplies like diapers, wipes, formula and food cards to Charlene and her family.

Pink Posse is an action-oriented group of volunteers who make visits to patients in treatment and deliver extra essentials when needed, such as food, bedding, towels, furniture and more.



pinkaid

PINKPOSSE

To join "Pink Posse," contact carik@pinkaid.org

For more information:

One Tough Cookie: supportonetoughcookie.com

The Pink Chair Project: thepinkchairproject.com



To make a donation directly to Pink Aid's Pink Posse, scan this QRcode.

..... SURVIVORS' CORNER

"LIFE AFTER COVID" LECTURE & MORE!



WARRIOR CONNECTION

Pink Aid's Warrior Connection is thrilled to announce that this June, we will be hosting the 4th event in our Educational Lecture series. It will be a hybrid outdoor/virtual follow-up to last year's

lecture "Cancer in the Time of Covid" with the subject on everyone's mind,... now what?

Infectious disease specialist, Dr. Zane Saul, will return, joined by a breast oncologist to discuss what we need to know, regarding masks,

Covid variants, re-entry into restaurants and public spaces, treatment protocols and staying healthy as a compromised community. The lecture will be followed by a Q & A, so prepare your questions, as we all have them!

In the coming months, Warrior Connection will be expanding! A Peer-to-Peer program, matching patients in treatment with a Warrior mentor is in the works, "empowering breast cancer survivors to heal by helping and inspiring others," an important part of our mission. On a fun note, we are planning social events for warriors to connect and share.

Check pinkaid.org to register for "Life After Covid" and for updates on Warrior Connection's Peer-to-Peer Mentoring Program and upcoming social events.

PINK AID IS HERE TO HELP!

Whether you were just diagnosed or at any stage of your breast cancer journey, Pink Aid is here to help! Through our signature programs and those we fund at partner organizations, we offer resources throughout Connecticut to help breast cancer patients survive... and survivors thrive by "paying it forward."

JUST DIAGNOSED?

Pink Aid's Warrior Connection
Support Connection
Ann's Place
Cancer Care Inc.
Norma Pfriem Breast Center

SCREENING & ADVANCED TESTING

Charlotte Hungerford Hospital
Griffin Hospital
Hartford Hospital
Hospital of Central Connecticut
Norma Pfriem Breast Center
Saint Francis Hospital & Medical Center
St. Vincent's Medical Center Foundation
Stamford Health
Yale-New Haven Hospital

FINANCIAL ASSISTANCE PROGRAMS

BCEAF (Breast Cancer Emergency Aid Foundation)
Pink Aid's Pink Purse
Connecticut Cancer Foundation
Danbury Hospital
Middlesex Hospital
St. Vincent's Medical Center Foundation

TRANSPORTATION

Pink Aid's Pink Purse
Ann's Place
Day Kimball Healthcare, Inc.
Saint Mary's Hospital

TREATMENT, WELLNESS & RECOVERY SUPPORT

Ann's Place
Greenwich Hospital Yale New Haven Health
Middlesex Hospital
Norma Pfriem Breast Center
Norwalk Hospital
Pink Aid's Pink Posse
The Pink Chair Project
Saint Francis Hospital and Medical Center
St. Vincent's Medical Center Foundation

PINK AID 2021 GRANTEES & PROGRAMS:



Danbury, serving Fairfield, New Haven & Litchfield Counties

Pink Aid is supporting Ann's Place's Health Equity Initiative by providing funds for a bilingual Clinician Program Manager and Clinical Navigator to help underserved breast cancer patients access healthcare and emotional wellness services.

Contact: Su Murdock at (203) 790 6368 or email: su@annsplace.org



Statewide

The BCEAF pays household expenses such as utilities, mortgage and rent directly for under-served women undergoing breast cancer treatment.

Contact: Shirley Freifeld at (203) 505-5796 or email: email@bceaf.org



Fairfield County, CT

Pink Aid is funding the Breast Cancer Services for Diverse Communities Program, an outreach providing breast health education and navigation for free screenings to under-served communities.

Contact: Kathy Nugent, LCSW knugent@cancercares.org or (201) 301-6809



Torrington, serving Northwest Connecticut

Pink Aid's support will provide screening, diagnostic testing and ultrasounds for patients in financial need. Contact Tammy Rouleau, RN (860) 496-6819 or email: tammy.rouleau@hhch.org



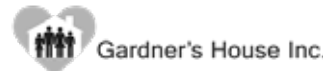
Based in New London, CT with Statewide Reach

Connecticut Cancer Foundation provides financial assistance to cancer patients during treatment. Pink Aid is funding their Grant Recipient Program, unlocking a match of an additional \$15,000 in financial relief. Contact: Jane G. Ellis at (860) 388-0788 or email: Ellis@sportsfoundation.org



Greater Danbury, CT Area

Pink Aid's grant will provide genetic counseling, help fund a financial aid navigator, and will provide food and gas cards for breast cancer patients in need. Contact: Amy DePaola (203) 739-7382 or email: amy.depaolo@wchn.org



Serving Greater Hartford Area

Pink Aid is helping to fund an Empowering Survivor's Advocate and providing financial assistance for housing, transportation and emotional support for 11 inner-city breast cancer patients. Contact: Maggie Gardner, Director (860) 206-7754 or email: gardnershouse@att.net



Serving Greenwich Area

Greenwich Hospital will use their grant to provide under-served breast cancer patients with gift cards for recovery items, including lymphodema sleeves, wigs and skin cream for radiation burn. Contact: Kristine Capretti, Oncology Program Director (203) 863-3558 Email: kristina.capretti@greenwichhospital.org



GRIFFIN HEALTH

Derby CT, serving Lower Naugatuck Valley region

Pink Aid is helping to fund The Valley Breast Wellness Initiative with financial assistance to support diagnostic imaging for women who can't meet their deductibles and might otherwise forego these tests. **Contact: Christine Cooper at (203) 732 1599 or email: ccooper@griffinhealth.org**



Greater Hartford area

Pink Aid is continuing to partner with Hartford Hospital's robust Mobile Mammo Program by funding mammograms and diagnostic screenings and ultrasounds to their population in need. **Contact: Mickey Orkin at (860) 972-1265 or email: mickey.orkin@hhchealth.org**



Greater New Britain Area

Hospital of Central Connecticut, will utilize Pink Aid's funds to provide mammograms and ultrasounds to their under-served population. **Contact: Denise Jones-Gagne, Community Program & Outreach Organizer email: denise.jones.gagne@hhchealth.org**



Midletown, CT, serving Middlesex County

Pink Aid is helping fund the Dignity in Details initiative, funding head coverings and providing financial assistance. **Contact: Amber Kapoor, (860) 358-2023 or email: amber.kapoor@midhosp.org**



Greater Bridgeport, CT Area

Pink Aid's grant will fund cold cap therapy to prevent hair loss during chemotherapy, screening and diagnostic testing, as well as wigs, prosthetics and telehealth counseling to under-served breast cancer patients. **Contact: Donna Twist at (203) 255-5300 or email: Donna.Twist@bpthosp.org.**



Greater Norwalk, CT Area

Pink Aid is continuing to support the Cold Therapy for Taxane Chemotherapy Program to help prevent hair loss during chemotherapy as well as provide transportation to treatment. **Contact: Linda Versea (203) 855 3517 or email: linda.versea@wchn.org**



PINKPOSSE

Statewide

Pink Aid's Pink Posse is a group of warriors and friends that hand-deliver compassion, visits, household needs and food cards to breast cancer patients in their toughest time of need. **Contact Cari Kaplan: carik@pinkaid.org**



Statewide

If you are currently in treatment for breast cancer and are unable to pay essential household expenses, such as rent or utility bills. **Apply to Pink Aid's Pink Purse at pinkaid.org or call 1-844-PinkAid.**



Statewide

Pink Aid's Warrior Connection is a supportive group of breast cancer survivors. If you are newly diagnosed and don't know where to turn, we will "match" you with a survivor that has had a similar diagnosis to help navigate you to find medical, financial and emotional support. **Contact: Amy Katz: amyk@pinkaid.org or tammyz@pinkaid.org**



Fairfield, Litchfield and lower New Haven Counties

Pink Aid is funding the Pink Chair Project to help with the costs of providing reclining chairs to the homes of breast cancer patients, to make them more comfortable during treatment. **Contact Cara Spath at (203) 592-1287 pinkchairproject@gmail.com**



Hartford, CT

Pink Aid's grant will provide funding for screening and diagnostic testing and fund a Community Health Care worker. **Contact: Sharon O'Brien (860) 714-7451 or email: sobrien@stfranciscare.org**



Waterbury, serving New Haven County

Pink Aid's grant will fund the Early Detection Program and provide transportation to treatment to patients in St. Mary's large geography of communities. **Contact: Amy Buzzell (860) 714-9917 or email: abuzzell@trinityhealthofne.org**



Greater Bridgeport, CT Area

Through an 8-year partnership with St. Vincent's, Pink Aid is funding screenings and diagnostic testing as well as financial assistance and compassionate services for under-served breast cancer patients. **Contact: Vickie Ogden at (203) 576-6158 or email: vickie.ogden@stvincents.org**



Greater Stamford Area

Supporting the Breast Cancer Grant Program, Pink Aid funds will provide screening mammograms, ultrasounds and MRI's. **Contact: Maria Uva (203) 667-0931 or email: muva@stamhealth.org**



Statewide

Through a grant partnership with Pink Aid, Support Connection provides a peer hotline for all Connecticut residents. Their team of survivor/peer counselors provides emotional support & navigational help M-F, 9am-5pm. **Helpline: (914) 962-6402 or email: Barbara.cervoni@supportconnection.org**



Greater New Haven, CT Area

Yale New Haven continues its Pink Aid Compassionate Care Program at the Joel Smilow Breast Boutique, which will fund mastectomy bras, wigs, prostheses, lymphedema sleeves, hair services and products and recovery necessities. **Contact: Jeanette Brooks (203) 200-3099 or email: Jeanette.brooks@ynhh.org**



HONOR ALL MOTHERS!

WITH A FOOD CARD FOR A MOTHER IN NEED

(a special gift for your mom, too.)



Mother's Day Food Card Tribute. This Mother's Day, honor a mom you love by giving a mom in need the gift of feeding her family. With food insecurity on the rise, this is a meaningful way to gift your mom, while making a real impact. With your donation, Pink Aid will directly purchase food cards and direct them to mothers that need them the most.

Pink Aid Insulated Shopping Tote.

With every donation of \$100 or more, Pink Aid will send the mom you wish to honor (or the donor) a stylish reusable insulated shopping bag that will show support of Pink Aid!



To make a donation in honor of a special mother this Mother's Day, visit pinkaid.org or scan this QRcode.

For every Mother's Day donation, we'll send her a beautiful card acknowledging your thoughtful gift.

MEET PINK AID'S NEW EXECUTIVE DIRECTOR JOIN US IN WELCOMING MICHELLE STACK!



*Michelle Stack,
Executive Director,
Pink Aid*

Pink Aid is thrilled to announce our first Executive Director, Huntington, NY resident Michelle Stack. Michelle will be overseeing both the Connecticut and Long Island Chapters, as well as the National Expansion of the Pink Aid's Pink Purse emergency financial assistance program.

Michelle brings extensive experience to her new role, having previously worked as an executive in development and event roles for non-profits including The UJA Federation of New York and The Lustgarten

Foundation as well as ten years at Estée Lauder Companies. More recently Michelle ran her own Management Consulting firm, which included work for many local and national non-profits.

When asked about her new position, Michelle said, "I am honored to be joining such an important mission and hard working team. So much has been achieved in a short time. I look forward to being a part of the growth and initiatives of the future as we take Pink Aid to the next level."

We are so excited for this latest chapter in Pink Aid history, and look forward to continuing to see our mission of compassion grow and expand with Michelle on board!

Welcome Michelle!





P.O. Box 5157, Westport CT 06881

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luxury homes and custom renovations in Fairfield & Westchester County, and the Hamptons for over 25 years, their team of highly trained professionals is known for working intimately with their clients to provide a uniquely conceived and beautifully designed home of their dreams.

Whether you desire a classic estate, modern farm house or a streamlined modern beach house, Mattera Construction can make your dream home a reality.

I am honored to partner with this exceptional organization to help women fight breast cancer in my community. — Walter Mattera

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